

Message Text

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PAGE 01 DOHA 00563 080933Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W
-----081252Z 083839 /40

R 071250Z MAY 77
FM AMEMBASSY DOHA
TO SECSTATE WASHDC 2574
INFO AMEMBASSY ABU DHABI
AMEMBASSY ALGIERS
AMEMBASSY ATHENS
USINT BAGHDAD
AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMEMBASSY JIDDA
AMEMBASSY KUWAIT
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMEMBASSY RABAT
AMEMBASSY SANA
AMEMBASSY TEHRAN
AMEMBASSY TEL AVIV
AMEMBASSY TRIPOLI
AMEMBASSY TUNIS
USDOC WASHDC

UNCLAS DOHA 0563

DEPT ALSO FOR NEA/ARP

ATHENS FOR RTDO

USDOC FOR CAGNE

E.O. 11652: N/A
TAGS: BEXP, QA, US
SUBJECT: FY79 BIC/CAGNE TRADE PROMOTION EVENT SCHEDULE-QATAR

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REF: STATE 81091

1. EMBASSY RECOMMENDS BIC/CAGNE MOUNT FOUR PROMOTIONAL
EVENTS FOR QATAR IN FY79. ALL EVENTS WOULD BE IN THE TRADE
MISSION FORMAT.

2. FIRST EVENT WOULD BE CONSTRUCTION MATERIALS TRADE

MISSION IN EARLY NOVEMBER 1978. IN ADDITION TO CONTINUING MARKET FOR TRADITIONAL BUILDING MATERIALS (CONCRETE AND STEEL), EMBASSY FORESEES POSSIBILITY OF BREAKING-DOWN RESISTANCE TO OTHER MATERIALS: WOOD, PLASTICS, GLASSES AND CERAMGNS, AND SPECIALIZED METALS (E.G., CORTEN STEEL. MISSION COULD CONCENTRATE ON DURABILITY AND DECORATIVE FEATURES OF NEW MATERIALS AND EMPHASIZE SPEED OF CONSTRUCTION POSSIBLE WITH NEW MATERIALS. TIMING TAKES INTO ACCOUNT END OF RELIGIOUS HOLIDAY PERIOD ASSOCIATED WITH HAJJ IN OCTOBER. LATER DATE IS POSSIBLE BUT EARLIER DATE WOULD CONFLICT WITH HAJJ. POST COULD DO SOME BASIC MARKET RESEARCH, BUT CONSIDER IT UNNECESSARY IN LIGHT OF CONTINUED DEMAND FOR ALL TYPES CONSTRUCTION MATERIALS IN ALL GULF COUNTRIES.

3. SECOND EVENT WOULD BE TRADE MISSION CONCENTRATING ON US PREPACKED AND PACKAGED FOODS. BEST TIME WOULD BE EARLY JANUARY 1979. ALTHOUGH MANY US PREPACKED AND PACKAGED FOOD PRODUCTS ARE ALREADY ON QATARI MARKET THEY ARE PURCHASED LARGELY THROUGH EUROPEAN DISTRIBUTORS OR THROUGH BAHRAIN, UAE OR KUWAIT. DIRECT SALES TO QATARI DISTRIBUTORS WOULD DECREASE COST OF ITEMS (OR AT LEAST PREVENT SOME ADDITIONAL INCREASE) AND MAKE US PRODUCTS MORE COMPETITIVE. TIMING SOMEWHAT FLEXIBLE AND SECOND AND THIRD PROPOSED EVENTS COULD BE SWITCHED WITHOUT PROBLEM TO POST. MARKET RESEARCH WOULD BEST BE ACCOMPLISHED BY OUTSIDE AGENCY.

4. THIRD EVENT WOULD BE HOME AND KITCHEN APPLIANCE MISSION, IN FEBRUARY OR MARCH. COULD BE COMBINED WITH INSTITUTIONAL KITCHEN APPLIANCES IF MARKET RESEARCH INDICATES HOME APPLIANCE UNCLASSIFIED

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MARKET TOO SMALL. TIMING FLEXIBLE BUT EVENT SHOULD BE TIMED TO ALLOW FOR PREPARATION FOR FOURTH EVENT. MARKET SURVEY SHOULD BE DONE BY OUTSIDE AGENCY.

5. FORTH EVENT WOULD BE PROMOTION OF US ELECTRICAL EQUIPMENT AND SWITCHGEAR. ELECTRIFICATION PROJECTS HAVE BEEN INITIATED AND FURTHER PROJECTS ARE ENVISIONED. ON SMALLER SCALE MANY COMMERCIAL AND GOVERNMENT PROJECTS WILL REQUIRE ELECTRICAL SYSTEMS IN OFFICE BUILDINGS AND PLANTS. SUGGESTED TIME IS LATE APRIL OR EARLY MAY. EMBASSY COULD DO BASIC MARKET RESEARCH.

6. COMMENT: EMBASSY REALIZES THAT QATAR MARKET IS SMALL COMPARED TO SAUDI ARABIA AND IRAN AND THAT WE WOULD NOT JUSTIFY MOUNTING SPECIFIC EVENTS. WE REPEAT OUR PLEAS NOT TO BE LEFT OUT OF MISSIONS TO THE GULF. OUR EXPERIENCE LAST YEAR WAS ONE OF CANCELLATIONS AND NOT BEING SCHEDULED. WE HAVE ONLY ONE EVENT SCHEDULED FOR FY78 AND WOULD LIKE MORE. WE ARE OPEN TO SUGGESTIONS ON OTHER PROMOTION TOPICS.

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